



10 ADMINISTRATION

Effective: 6/1/96

10.23 WIC Staff Requirements: Breastfeeding Coordinator

Revised 2/1/2005

Peer Counselor Program Coordinator

POLICY: Each WIC project must designate a “WIC Breastfeeding Coordinator” that meets State WIC-specified qualifications. The Breastfeeding Coordinator is responsible for assuring quality breastfeeding promotion and support services, including compliance with breastfeeding policies and procedures in the WIC Operations and Systems Manuals.

WIC Projects who choose to implement a breastfeeding peer counselor program as part of their overall breastfeeding promotion and support plan must designate a Peer Counselor Program Coordinator.

PROCEDURE:

A. GENERAL

All staff performing services to applicants/participants shall:

1. Understand the goals and objectives of the WIC Program in particular, and public health services in general;
2. Respect the diversity of the population served by WIC, and have the ability to work effectively with a low income, multi-cultural population;
3. Have the breastfeeding knowledge and skills to assess, counsel and educate, make appropriate referrals, and support the breastfeeding goals of the WIC Program, as appropriate for the WIC position;
4. Have a role in promoting and providing support for the successful initiation and continuation of breastfeeding.

B. WIC BREASTFEEDING COORDINATOR

1. Qualifications

A qualified WIC Breastfeeding Coordinator is a person with specialized training in breastfeeding promotion and support. The designated WIC Breastfeeding Coordinator must meet at least one of the following qualifications.

- a) International Board Certified Lactation Consultant (IBCLC): certification is granted by the International Board of Lactation Consultant Examiners and requires continuing education and repeated exam testing is required to



maintain the IBCLC credential. An IBCLC can provide specialized breastfeeding support and clinical lactation management.

- b) Certified Lactation Educator (CLE): is granted by UCLA Extension after completion of five days of classroom instruction, written coursework, and community observation. The certificate is a statement of education and does not require continuing education to maintain certification. A CLE can provide basic breastfeeding education and support. For course information go to <http://www.uclaextension.edu/>
- c) Certified Lactation Consultant (CLC): is granted by the Center for Breastfeeding Education after completion of a five day training that provides comprehensive breastfeeding management with a strong focus on counseling skills. A CLC can provide basic breastfeeding education and support. For course information go to www.healthychildren.cc
- d) Certified Breastfeeding Educator (CBE): is granted by Lactation Consultant Services in Oklahoma after completion of a 15 session basic lecture series, clinical role-playing and an exam. The certification is in effect for five years and a one-day update is required for recertification. A CBE can provide basic breastfeeding education and support. For course information go to <http://www.lactation-consultant-services.com/>
- e) Registered Dietitian (RD)/Certified Dietitian (CD): need breastfeeding management training, since breastfeeding is not routinely included in the curricula of most dietetic undergraduate programs.
- f) Registered Nurse (RN): need breastfeeding management training, since breastfeeding is not routinely included in the curricula of most nursing undergraduate programs.
- g) Primary Health Care Provider: include family physicians, obstetricians, certified-nurse midwives, pediatricians, physician assistants, pediatric nurse practitioners and other advance practice nurses who serve as the primary care provider of the mother or infant. Primary health care providers require breastfeeding management training, since breastfeeding is not routinely included in the curricula of most training programs.
- h) The name of the Breastfeeding Coordinator is submitted to the State WIC Office. The person is the State WIC Office's primary contact for breastfeeding-related correspondence. The name is included in the Wisconsin WIC Project Directory.



2. Required Responsibilities

The person designated as the WIC Breastfeeding Coordinator must perform the following responsibilities.

Implement Policy 3.40 Breastfeeding Plan.

Provide technical supervision of WIC staff who provide breastfeeding-related services.

Provide orientation and ongoing task-appropriate training on breastfeeding promotion and support to all WIC staff.

Implement policies that encourage a positive clinic environment and endorse breastfeeding as the preferred method of infant feeding.

Assure that positive breastfeeding messages are incorporated into relevant educational activities, materials, and outreach efforts.

Evaluate project's breastfeeding activities and strategies annually, and modify breastfeeding strategies based on evaluation.

Coordinate breastfeeding plan with overall WIC and agency nutrition services.

Advise WIC Director of breastfeeding related budget needs.

Assure that appropriate breastfeeding education and support is offered to all pregnant WIC participants.

Assure that breastfeeding support and assistance is provided throughout the postpartum period, particularly at critical times when the mother is most likely to need assistance.

Implement policies to assure that appropriate food packages are issued to breastfeeding women and infants.

Assure that breastfeeding-related data/information is collected and entered into the WIC ADP system correctly.

Review breastfeeding reports for program planning and monitoring purposes; review other breastfeeding-related data as available (e.g. ADP special reports, Prenatal and Pediatric Nutrition Surveillance reports, MCH reports).



Develop and implement written policies for referrals in coordination with overall WIC and agency services.

Determine need for and manage implementation of breast pump distribution. See policy 3.41.

Attend breastfeeding conferences/workshops and, keep other staff informed of learning opportunities and current information.

Maintain a list of breastfeeding conferences/trainings attended and the number of continuing education hours obtained (the goal is 12 hours annually).

3. Recommended Responsibilities

The following are activities that will enhance breastfeeding promotion and support activities and ideally should be performed by the person designated as the WIC Breastfeeding Coordinator.

- a) Coordinate breastfeeding promotion and support activities with private and public health care systems, educational systems, and community organizations providing care and support for women, infants and children.
- b) Use Standards for WIC Services: Breastfeeding for planning and improving WIC breastfeeding services.
- c) Identify breastfeeding resources in the community to facilitate participant breastfeeding support.
- d) Participate in World Breastfeeding Week/Breastfeeding Promotion Month activities.
- e) Participate in a community breastfeeding promotion taskforce/coalition.
- f) Pursue development of a community breastfeeding promotion taskforce/coalition.
- g) Coordinate breastfeeding friendly worksite initiative(s) in the agency and/or community.
- h) Develop and establish a peer counselor program. See policy 3.42.



C. WIC BREASTFEEDING PEER COUNSELOR PROGRAM COORDINATOR

1. Qualifications

The WIC Breastfeeding Peer Counselor Program Coordinator manages the WIC Peer Counseling Program. The following minimum qualifications are required.

- a) Has supervisory and/or program management experience.
- b) Has demonstrated expertise in breastfeeding promotion and support/management.
- c) Is an International Board Certified Lactation Consultant (IBCLC) or has other certification in lactation management (e.g., CLE, CLC, CBE).
- d) Has a minimum of one year of experience counseling pregnant and breastfeeding women.
- e) The Peer Counselor Program Coordinator may be the WIC Breastfeeding Coordinator if the qualifications for both are met.
- f) Participate in the Loving Support® through Peer Counseling Training and 12 hours of annual continuing education related to breastfeeding.

2. Required Responsibilities

- a) Establishes peer counselor program goals and objectives.
- b) Establishes peer counseling program protocols and procedures based on policy 3.42.
- c) Determine peer counseling staffing needs.
- d) Recruit and interview potential peer counselors in alignment with program policies and standards.
- e) Arrange for training of peer counselors.
- f) Mentor peer counselors providing routine follow-up and guidance.
- g) Provide ongoing supervision.



- h) Ongoing communication (weekly or biweekly) should be used to check in with the peer counselors, discuss patient needs and assist peer counselors with on the job issues.
- i) Hold monthly meetings with peer counselors.
- j) Collect documentation records and data as appropriate.
- k) Monitor the program effectiveness, including conducting regular review of the contact logs and spot checks of the peer counselors contacts.
- l) Report program progress to the WIC Project Director and the State Breastfeeding Coordinator on a quarterly basis.
- m) Work with other peer counselor program coordinators to assess for ongoing improvements to the program.
- n) Work with local breastfeeding coalitions, clinic staff, hospitals and others to promote awareness and acceptance of the peer counselor program.

NOTES:

References:

- NAWD Position Paper 04-001 Guidelines for Breastfeeding Promotion and Support in the WIC Program
- Wisconsin WIC Program Breastfeeding Orientation Manual, 2002
- Wisconsin WIC Program Standards for WIC Services: Breastfeeding
- WIC Nutrition Services Standards, USDA, October 2001
- Using Loving Support® to Manage Peer Counseling Programs, 2004